

1. APPLICATION STEERING COMMITTEE

A. Name of Your Community:

Five Points-Gateway Commercial District, South Valley, Bernalillo County

B. Please provide the name, telephone number, email and physical address of the person you have selected as your point person for New Mexico MainStreet to communicate and coordinate within the next few months.

Name	Telephone	Email
Richard Meadows	505-848-1508	rmeadows@bernco.gov
<i>(Print or Type)</i>		

C. List the names and contact information of the group of stakeholders assembled to develop and fill out this application. Please use the following code in the last column to let us know the group each stakeholder represents.

<i>Arts Organization – A</i>	<i>Elected Official – E</i>
<i>Business Owner – B</i>	<i>Historic Preservation Organization/Society-HP</i>
<i>Chamber of Commerce – CoC</i>	<i>Property Owner – P</i>
<i>Civic Organization – C</i>	<i>Religious Institution – R</i>
<i>City or County Administration – CA</i>	<i>School or College – S</i>
<i>Economic Development Organization – EDO</i>	<i>Other – O</i>

Name/ Title/ Business	Address	E-Mail	Phone	Affiliation
Chair, Jay Rodgers, Owner, Rodgers Plumb/Heating	1570 Bridge Blvd SW	jayr@rphi.biz	505-243-9703	P/B
Melchor Chavez, Owner, Chavez Karate	823 Bridge Blvd SW	N/A	505-877-6261	P/B
Gilbert Almager, Owner, Stonebridge Realty	887 Sunset Rd SW	gilbert@stonebridgenm.com	505-977-2016	P/B
Zoar Palma, Manager, Wells Fargo Bank	1406 Bridge Blvd SW	zoar.r.palma@wellsfargo.com	505-242-9606	B
Kathi Caldwell, Owner, Rio Valley Greenhouses	2000 Harzman SW	kathicaldwell@comcast.net	505-350-6414	P/B
Fred Pohl, Chair, Semillas de Valle (Merchants Group)	318 Isleta Blvd SW	fred@fredpohl.net	505-328-5154	P/B
Tony Gallegos, Director, Rio Grande CDC	318 Isleta Blvd SW	tonyg@rgcdc.org	505-877-0373	EDO
Julie M. Baca, Director, Nat'l Hispanic Cultural Center	1701 4 th St SW	jmorgasbaca@nhccnm.org	505-766-9858	C/A/HP
Dan Beaman, County Economic Development	N/A	dbeaman@bernco.gov	505-468-7818	CA
Richard Meadows, County Public Works	N/A	rmeadows@bernco.gov	505-848-1508	CA



2. PROFILE OF PROPOSED DISTRICT

New Mexico MainStreet is dedicated to creating sustainable, resilient and livable communities. The district in which NMMS partners with the local organization to revitalize should have the following qualities and potential:

- The area may be defined as one of the following; a courthouse square, town center, village plaza, traditional commercial neighborhood district, downtown, a historic commercial corridor or historic town center.
- The district size is one that can be managed and enhanced with available funding and resources, and is the focal area for new projects and future funding requests.
- Has a “there-there” related to a destination or center, and a distinct district edge.
- The commercial activities provide a cohesive core to the area.
- The majority of the assets (historic buildings, art centers/galleries, performance venues, municipal complex, schools, library, creative class entrepreneurs, significant cultural features, retail, service, restaurants/lodging, light manufacturing, etc.) are contained within the district boundaries.
- The district is a compact and walkable area, generally a 1/4 mile radius, which creates a 5 minute “ped-shed” walking distance.



South Valley Economic Development Center



A. Describe the physical boundaries for your proposed district (name the streets or edges) and describe why you have selected those boundaries.

(Please attach a narrative sheet of not more than 75 words)

The Five Points-Gateway traditional commercial district includes areas that were part of the historic pre-1937 Route 66 business district and the commercial center of the Five Points community in the South Valley.

Along Bridge Boulevard: Gatewood Road on the west, Rio Grande on the east, commercially zoned properties on the north and south

Along Isleta Boulevard: Bridge Boulevard on the north, Waldie Road on the south, commercially zoned properties on the west and east.



Historic Barelas Bridge, c. 1900



B. List the strengths of your proposed district. What are the assets you can build upon?

(Please attach a narrative sheet of not more than 75 words)

Strengths and assets of the commercial district include:

- Small, local businesses and traditional families give community continuity.
- South Valley Economic Development Center (SVEDC) has business incubator/ commercial kitchen.
- Semillas del Valle provides forum and advocacy for businesses.
- National Hispanic Cultural Center serves educational outreach.
- Planning efforts for revitalization already taking place.
- Camino Real/ Route 66 imprinted a walkable environment.
- Proximity to Bosque and river crossing hold recreational opportunities.



Locally-owned small businesses



C. List the challenges of your district. What needs to be addressed to enhance the economic vitality of the district?

(Please attach a narrative sheet of not more than 75 words)

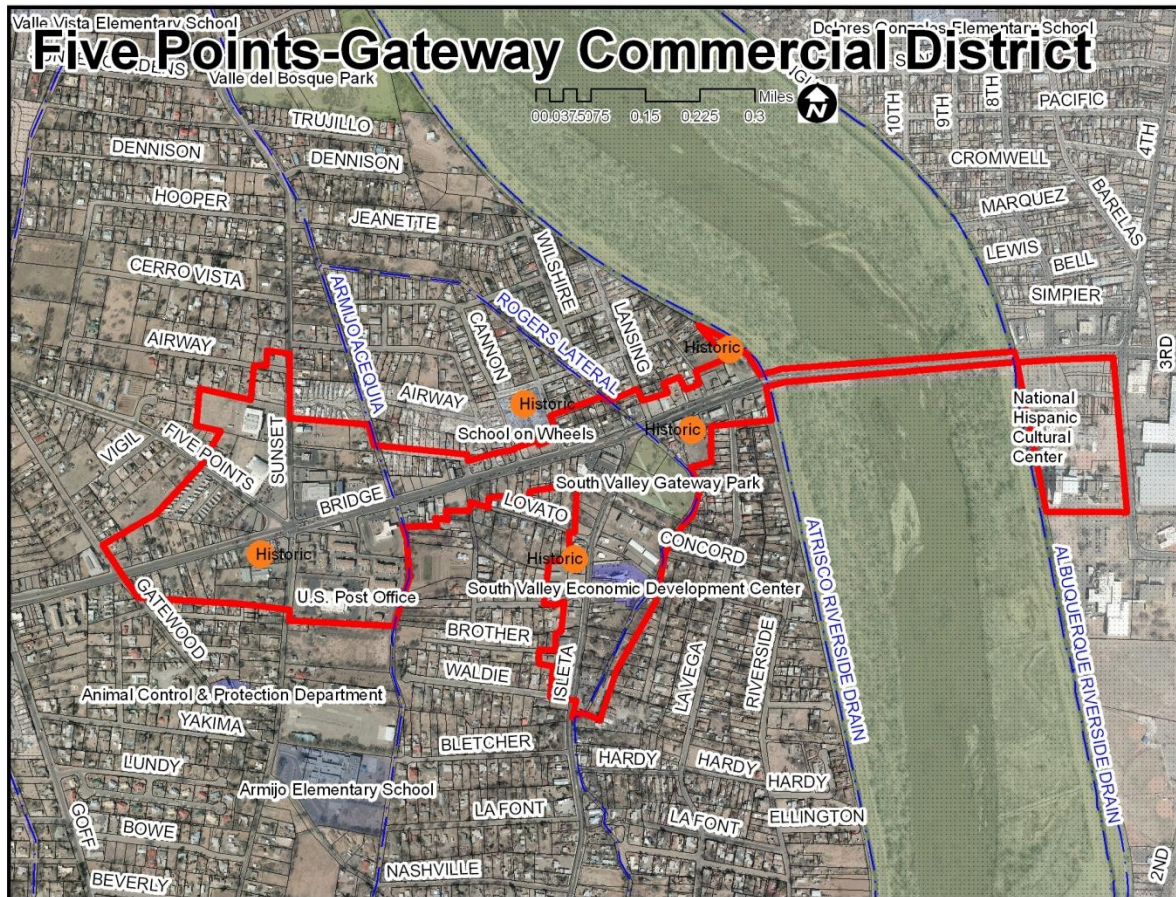
Based on a March 2012 business/ residential survey conducted along the corridor, challenges to economic vitality in the commercial district include:

- Perceived crime and safety (Methadone clinic and petty crimes)
- Vacant buildings, underutilized properties, and blighted conditions
- Not enough variety in retail uses; underserved for basic retail needs
- Unattractive streetscape, signage, and building façades
- Traffic congestion and crashes; unsafe intersection crosswalks
- Lack of pedestrian amenities, including landscaping and lighting.



D. Please provide an aerial map (attach to back of application), delineating your proposed district boundary.

(Include separate overlays of state historic districts and buildings, conservation zones, enterprise zones, Arts and Cultural District, Business Improvement District, Metropolitan Redevelopment Area District or Tax Increment Development District.)



- E. Please provide up to ten (10) photographs that are representative of your proposed District.**
(These might include pedestrian walkways and streets, buildings and storefronts, historic structures and cultural properties, other assets or images demonstrating problematic areas requiring revitalization.)



1. Five Points School built by WPA



2. Five Points retail façades then and now; pedestrian-oriented form





3. Drive-in restaurant and tourist camp from pre-1937 Route 66



4. La Familia Market building was a movie theater, a fast-food restaurant, and now a plaza park



5. Underutilized Five Points Shopping Center Site to be redeveloped into mixed-use Village Center



3. MAINSTREET FOUR-POINT® APPROACH QUESTIONS

A. Economic Positioning

- a. What are the needs of your district's businesses? How did you learn about their needs?
How will your local MainStreet program address those needs?**

(Please attach a narrative sheet of not more than 75 words)

A market study conducted for the corridor has identified vacant and underutilized properties and relatively few neighborhood-serving retail uses. Most residents in the area do the majority of their shopping outside the trade area resulting in a high percentage of leakage (760,000 square feet of retail lost). Key market attributes such as population concentration, consistent traffic volumes, and its historic commercial role, all suggest the corridor can be revitalized.



- b. What are the major challenges to economic revitalization of the downtown (or corridor)?**
(Please attach a narrative sheet of not more than 75 words)

Challenges still remain to revitalize the commercial district including:

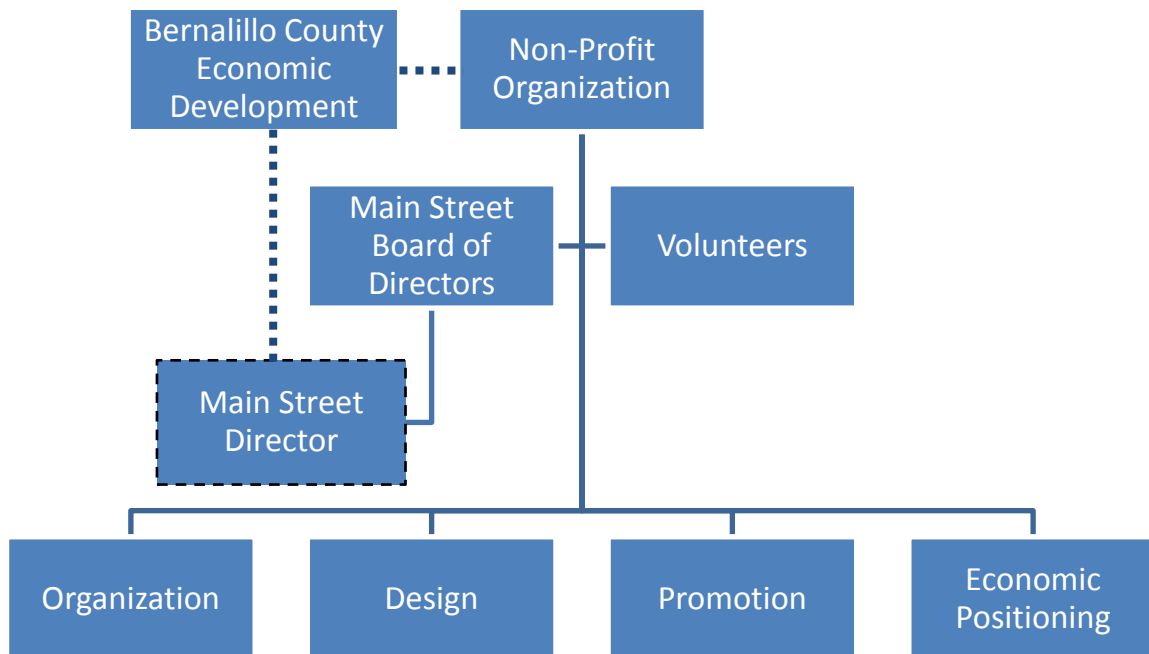
- Costs of renovating building façades and enhancing the streetscape
- Costs of constructing roadway capacity and safety improvements
- Difficulties in consolidating small parcels for redevelopment
- Changing public perceptions about safety and business viability along the corridor
- Lack of financing and zoning incentives to attract new business development.



c. **What organizations will be your local MainStreet program's business development partners and how will you work with them?**

(Please attach a narrative sheet of not more than 75 words)

A non-profit organization will operate the proposed MainStreet program in coordination with Bernalillo County Economic Development. During the emerging phase the organization will be made up of volunteers. After a Board of Directors is formed and by-laws developed, the board will oversee a paid Manager/Director along with volunteers to carry out the four primary functions of the MainStreet program: organization, design, promotion, and economic positioning.



B. Urban Design

- a. Is there a recent plan for your downtown area (master plan, comprehensive plan, economic development plan, etc)? If so, when was it adopted and what tools, strategies, or projects have been implemented or constructed from the plan?

(Please attach a narrative sheet of not more than 75 words)

Bridge Boulevard Corridor Redevelopment Plan identifies two catalytic nodes:

Gateway District:

Provide a welcoming entrance for South Valley visitors. Focus on eating/drinking establishments, a farmer's market, and outdoor events at the Gateway Plaza/Park and Bosque. Highlight the corridor's history as Route 66/ El Camino Real.



Five Points District:

Reduce economic leakage and serve daily needs of the residents with a grocery store, pharmacy, and other retail. Leverage existing businesses to reinforce a node of commerce.



b. How would you rate the pedestrian friendliness of your proposed MainStreet district on a range of 1 (hostile), to 5 (great)?

3 – A Pedestrian Safety Audit conducted in January 2011 found:

- Narrow sidewalks
- Sidewalk obstructions and ADA non-compliance
- Poor lighting
- Safety needs at intersection crossings
- Absence of shade trees
- Pedestrian connections lacking to businesses and surrounding neighborhoods.



Narrow Sidewalks; lack of pedestrian amenities



C. Architectural Design

a. What negative physical aspects of your proposed district's buildings and properties would you like to address?

(Please attach a narrative sheet of not more than 75 words)

Negative aspects of properties to be addressed include:

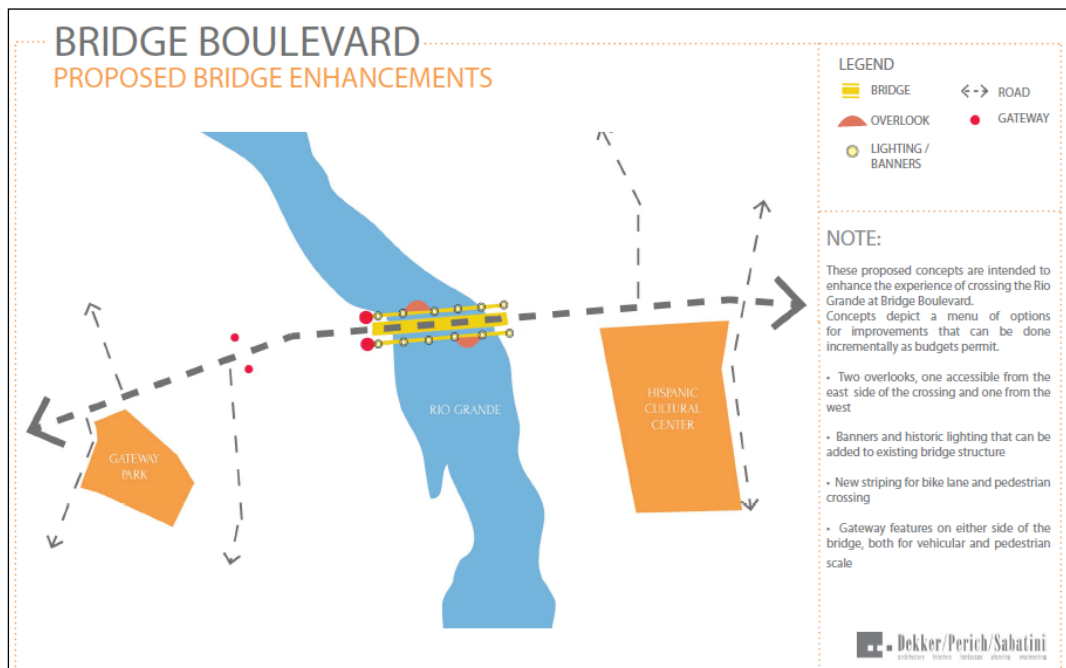
- Beautifying streetscape with artwork and shade trees
- Improving building façades through color palette and window /door treatments
- New development should be required to retain a pedestrian scale by fronting on the street and placing parking in the back or sides
- Enhancing the bridge crossing to create a South Valley destination
- Constructing wider sidewalks, better lighting, safer crossings, and attractive bus stops.



b. What positive physical aspects of your proposed district would you like to build/improve upon?

(Please attach a narrative sheet of not more than 75 words)

The corridor has a strong pedestrian form retained from its commercial past with buildings fronting to the street and on-street parking. New development should keep this pattern. Also, as a congested river crossing, improved transit must be emphasized. Barelás Bridge was the first crossing in Albuquerque and can be celebrated with overlooks, pedestrian lighting, artwork, and gateway monuments. The corridor has access to Bosque river trails where the Mayor is proposing riverfront improvements.



D. Preservation Ethic

a. How would you describe the general community appreciation for historic, commercial buildings and houses in your proposed district?

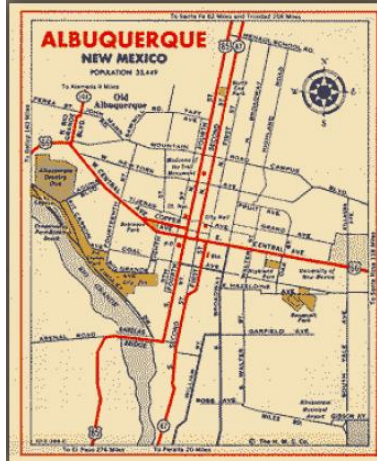
(Please attach a narrative sheet of not more than 75 words)

The community is interested in preserving the remaining historical structures and especially the overall cultural landscape of the South Valley such as the acequias and farming, narrow roadways, cottonwoods, and historic settlement patterns. The community does not want to copy Nob Hill, Baretas, Sawmill or other Albuquerque historic neighborhoods but desires to retain its own unique flavor and identity.



b. Can you name three properties on the state historic register within your proposed district? Please list them.

1. Camino Real de Tierra Adentro listed on the National Register of Historic Properties (NRHP)
2. Route 66 Corridor listed on NRHP
3. Contributing properties listed on the NRHP as part of the Middle Rio Grande Conservancy District (MRGCD) Historic District includes:
 - Rancho de Atrisco (Armijo) Acequia
 - Atrisco Riverside Drain



Circa 1930s vernacular structures along the corridor which may be reviewed for eligibility include:

- WPA Five Points School (School on Wheels)
- Five Points Church
- Storefronts
- Tourist camps/courts
- Drive-up restaurants
- Filling stations.



c. Are you aware of any organizations actively working to promote historic preservation in your community? Please name them.

(Please attach a narrative sheet of not more than 75 words)

Organizations working to preserve South Valley history:

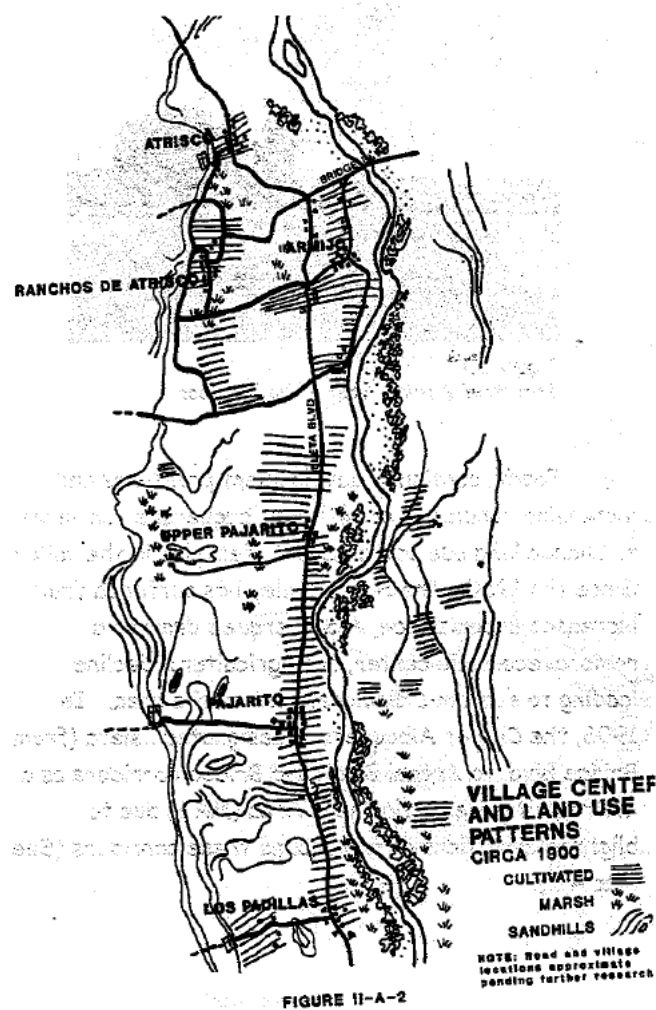
1. Acequia Association is active in preserving local ditches.
2. Local farms grow traditional crops such as heirloom yerbas for remedios.
3. National Hispanic Cultural Center provides education programs and a genealogical library for local residents.
4. County Cultural Services Department is identifying our cultural assets to prepare conservation plans for significant properties.
5. The South Valley Senior Center provides storytelling and a photo archive of traditional families.



- d. Do you know if your community has implemented any policies or programs to encourage the protection of historic buildings in your community? Please describe those incentives or assistance.

(Please attach a narrative sheet of not more than 75 words)

A critical need exists to preserve the cultural landscape of South Valley communities including its tree-lined acequias and settlement patterns (lineas and plazas) as well as remaining historic structures. Traditional families are tied to the land and the river and desire all development respect local authenticity. County Cultural Services is conducting a cultural survey of historic assets. No preservation ordinances are currently enacted although the County includes such policies in its sector plans.



E. Promotions

- a. What percentage of your proposed district is financially supported by tourists? By residents? What would be your goal in increasing traffic by either or both market segments?**

(Please attach a narrative sheet of not more than 75 words)

The National Hispanic Cultural Center receives 375,000 visitors annually. Some tourism is generated by El Camino Real/ Route 66 scenic byway designations. Redevelopment planned for the Gateway Village Center will capture some tourism on the corridor. The 50-mile loop will draw cyclists.

A recently completed market study indicates South Valley residents shop along the corridor when products and services are available. Redevelopment planned for Five Points Village Center is designed to capture existing retail leakage.



b. If your goal is to attract more tourists, what unique characteristics does your proposed MainStreet district have that would be attractive to potential tourists?

(Please attach a narrative sheet of not more than 75 words)

Many attractions exist within the commercial district for visitors:

- National Hispanic Cultural Center provides education program outreach
- Bosque Trail for biking/ walking connections to Rio Grande Zoo
- Bridge corridor designated part of 50-mile bike loop
- Gateway Park will provide local, organic growers and arts/crafts market; la resolana on the plaza; music, dance, plays, poetry, story-telling in outdoor amphitheater
- Ethnic restaurants (El Salvadoran and Mexican food)
- Food venders/trucks.



Food Trucks



- c. **List the events and activities that are in place that will help to promote your proposed MainStreet district? Who are the organization sponsors for each?**

(Please attach a narrative sheet of not more than 75 words)

A farmer's market is currently being organized by the Rio Grande CDC for the Gateway Park. Events currently being held at the National Hispanic Cultural Center such as Globalquerque (music festival), Taste of New Mexico (proposed), and art exhibits can spill across the bridge to the Gateway Park. Local South Valley events such as Marigold Parade, Acequias of Light, and Burning of Koo-koo-ee could also have concurrent activities at the park and along the corridor.



F. Organization

The MainStreet Program is based on a public-private partnership in economic development. The municipality and the local organization must financially support the organization's operations financially for it to be successful. A November 2012 survey of New Mexico MainStreet programs (19 districts reporting), revealed an annual operations budget of \$79,800 (not including projects activities and events), including an average of \$35,600 salary for a full-time Executive Director. In the Emerging Community phase you are required to have at minimum annual support of \$15,000 by the municipal partner. NMMS recommends no staff until you graduate to the next phase - a "Start- up MainStreet Community." In the "Start-up" and State Certified stages the annual budget survey indicated an average annual contribution by city government of \$37,260 and an average annual county contribution of \$20,660 for organizational operations. Most of our MainStreet organizations match those funds for operations on a dollar for dollar basis.



a. Finance

If your application is approved, a philosophical and annual financial commitment is required of the local municipal partner. Do you have a preliminary (or confirmed) commitment from your local municipal partner (city or county government) in support of your application for MainStreet designation? Please describe the intended commitment of your local municipal partner.

(Please attach a narrative sheet of not more than 75 words)

The County will assist in funding a Manager/Director position for the new MainStreet program (see attached resolution). Its Economic Development staff will provide assistance to the non-profit organization and volunteers to get the program operational. Additionally, the County has identified other funding sources such as federal funding for roadway improvements and local operational funds to maintain streetscaping and public improvements built within the commercial corridor.



b. Volunteers

MainStreet organizations are comprised of volunteers with functional duties beyond governance of a tax-exempt non-profit organization. Have you assembled a diverse group of stakeholders representing your downtown commercial district that will volunteer as members of a Steering Committee/Board of Directors for your MainStreet organization and volunteers for the tasks groups to implement the new organization's work and activities? Elaborate on your progress thus far.

(Please attach a narrative sheet of not more than 75 words)

We have organized a Steering Committee comprised of 10 stakeholders who will volunteer for tasks to organize local MainStreet. *Promotores* working at the SVEDC can serve as a liaison to community residents and business owners. National Hispanic Cultural Center and Semillas del Valle can volunteer to carry out activities. Neighborhood associations, schools, churches, and civic organizations (e.g., Cornucopia) will be asked to assist where they can. County Economic Development staff will provide in-kind services.



4. REVITALIZATION COMMITMENT

Describe any efforts your community will take to address your proposed district's revitalization if your application is not chosen.

(Please attach a narrative sheet of not more than 75 words)

The County with participation from business and neighborhood leaders is moving forward with adopting our *Bridge Boulevard Corridor Redevelopment Plan* and efforts to implement it. The plan recommends strategies for financing redevelopment along the corridor including a Metropolitan Redevelopment Area (MRA) and Tax Increment Development District (TIDD). We have programmed federal funding beginning in 2016 in the Mid Region Council of Government (MRCOG) transportation improvement program (TIP) to reconstruct the roadway.



5. CERTIFICATION and SIGNATURES

We the undersigned do agree that all the material, to the best of our ability and knowledge within this application is accurate.

We understand that the MainStreet Program is a public-private economic development partnership requiring volunteer and financial commitment by the municipality and the local non-profit board of directors.

We understand no operational funds are provided by the state. Operational funding is the sole responsibility of the local organization and municipality.

We agree, if selected as an Emerging Community, to abide by the “Ten Standards,” “Eight Principles,” and the “MainStreet Four-Point Approach®” of the National Trust Main Street Center.

We understand that the local organization must remain in “Good Standing” with New Mexico MainStreet and the Economic Development Department including the filing of all annual reports to the IRS, the Public Regulation Commission, the state Attorney General’s office, the Administration and the State Legislature.

We understand, if selected, to move to the next phase, a “Start-Up MainStreet Community,” We will need to meet all of the benchmarks for Emerging Communities within 12-18 months of being so designated (See Appendix A).

We further understand that failure to meet these agreements could result in the termination of designation and the loss of MainStreet status.

Steering Committee Chair

Date

County Manager

Date

SEND TO

New Mexico MainStreet

ATTN: Rich Williams, *Director*

Economic Development Department

Joseph M. Montoya Building

1100 St. Francis Drive

Santa Fe, NM 87505 -4147



APPENDIX A

Emerging Main Street Organizations Benchmarks

At the end of the community's first 12-18 months of participation at the "Emerging Community" level, the steering committee should have achieved the following accomplishments. Each emerging organization will be evaluated through a program evaluation to determine a) if it has met these benchmarks and b) if the organization is qualified to proceed to the next phase; "Start-Up MainStreet Organization."

Organizational Benchmarks:

1. Active public- and private-sector participation in downtown revitalization
2. Formal incorporation of the local MainStreet organization
3. Creation of a broad-based, diverse board of directors representative of a variety of community stakeholder groups
4. Adoption of operational bylaws and a conflict of interest policy for the board of directors
5. Development of an organization logo
6. Creation of four MainStreet Committees (Organization, Design, Promotion, and Economic Positioning) with 3 to 4 volunteers each, minimum
7. Completion of Main Street Basic Training for each committee and all board members
8. Completion of fund-raising events for downtown projects
9. Creation of a written annual plan and more detailed project implementation plans
10. Organization Committee projects, to be determined for each community (e.g. volunteer list, annual report, four public relations activities, annual meeting, etc.)
11. Start of application for 501c3 charitable tax exempt status with the I.R.S.
12. Sufficient cash on-hand or signed pledges to support funding of a paid staff person at the end of the Emerging Main Street Organization year (to enable hiring a minimum part-time paid staff person if the organization is to move to NMMS Start-Up Main Street status).



Design, Promotion, and Economic Positioning Committees' Benchmarks

13. Formation of committee with 3 to 4 volunteers each, minimum
14. Completion of the relevant point of Main Street Basic Training by all committee members
15. Identification, planning, and implementation of at least 3 to 6 projects by each committee



APPENDIX B

Board of County Commissioners Resolution

Supporting a Public-Private Economic Development MainStreet Project

WHEREAS, Bernalillo County supports the revitalization and economic development of its historic commercial corridor and,

WHEREAS, The Bernalillo County desires to maintain an economically vital and vibrant commercial corridor for its residents, visitors and tourists and,

WHEREAS, Bernalillo County sees an economically healthy commercial corridor as one of its critical assets and,

WHEREAS, the County realizes that a sustainable commercial corridor economy contributes to the community's economic health and,

WHEREAS, the County recognizes its traditional commercial corridor as representing the unique history and culture of our South Valley community and,

WHEREAS, the County wishes to maintain a livable, walkable corridor with opportunities to shop, work, live, and discover recreational, cultural and heritage opportunities and,

WHEREAS, The County wishes to pursue a partnership with a Rio Grande Community Development Corporation (RGCDC) to invest in maintaining and enhancing the quality of life for our South Valley community's citizens and,

WHEREAS The County agrees to work with the New Mexico Economic Development Department's New Mexico MainStreet program dedicating resources and financial support to create a successful downtown economic development program through the strategies established by the National Trust Main Street Center's Main Street Four-Point Approach.®

THEREFORE, The County resolves to work collaboratively with the local MainStreet Organization and the New Mexico Economic Development Department's MainStreet Program to meet the standards and principles of revitalizing the core commercial district of the community contracting with the local MainStreet organization to coordinate and administer activities for the city as set forth in a separate "services contract" with the local MainStreet organization.

Adopted by resolution of the County Commission

Signed _____

Date _____

